Claims

1.   A system for implementing an automated negotiation process, comprising:

a processor that is adapted to communicate with a network, said processor

5   further communicating with computer storage and being adapted to run a program

that is maintained within said storage, said program adapted to:

i.   automatically assess an offer to purchase a good or service

received from a user of the system across said network against

predefined acceptance criteria stored in said computer storage,

10   ii.   automatically generate one or more counter offers based on

predetermined criteria stored in said computer storage, and

iii.   automatically transmit said one or more counter offers across said

network to said system user.

2.   A system according to Claim 1, wherein said predetermined criteria

15   include a formula for calculating said one or more counter offers.

3.   A system according to Claim 1, wherein said predetermined criteria

include a buy-now price for said good or service.

4.   A system according to Claim 1, wherein said one or more counter offers

calculated by said processor include one or more combinations of price

20   and quantity.

5.   A system according to Claim 1, wherein said predetermined criteria

include a randomization factor.

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6. A system according to Claim 5, wherein said randomization factor results in a different counter offer being generated in response to the same offer.

7. A system according to Claim 1, wherein said program is adapted to generate and transmit said one or more counter offers in real time.

8. A system according to Claim 1, wherein said program is automatically run by said processor without human intervention.

9. A system according to Claim 1, wherein said computer storage contains information related to the quantity of goods or services available for purchase.

10. A system according to Claim 9, wherein said the information contained in said computer storage is automatically updated to reflect changes to the quantity of goods or services available for purchase.

11. A method for conducting a computer-based negotiation, comprising:

   i. receiving an offer from a first location across a network at a processor;

   ii. automatically assessing the offer against predefined acceptance criteria;

   iii. in the event the offer does not satisfy the predefined acceptance criteria, automatically generating one or more counter offers;

   iv. automatically transmitting said one or more counter offers across said network to said first location.

12. The method of claim 11, wherein said generation of said one or more counter offers includes use of a randomization factor.

13. The method of claim 11, wherein said one or more counter offers includes one or more combinations of quantity and price.

14. The method of claim 11, wherein said one or more counter offers includes a buy-now option.

15. The method of claim 11, further comprising:

   v. transmitting a wait period based on said predetermined criteria.